

Abstract of the Disclosure

In a data distribution method of distributing data selected for each of a plurality of user terminals from a distribution center to each user terminal through a communication network, the distribution center is notified of the contents of user operation for the data distributed to the user terminal. The distribution center receives a notification from the user terminal. Data to be subsequently distributed to the user terminal is selected by using the contents of the user operation contained in the notification from the user terminal. The selected data is distributed to the user terminal. A data distribution system, data distribution apparatus, and recording medium are also disclosed.